Modern barrows like this have replaced the old wooden type

IT is only a few years since a "wheelbarrow" to the average man meant an awkward all-wood affair—good enough for one season, but split and loosened up when wanted next spring.

More and more, the all-wood types have been replaced by modern steel tray barrows—as light or lighter, but stronger and more enduring. Now comes General "No. 100" with a steel tray and steel wheel, and steel channel legs besides.

Here is a home owner's barrow equal in construction, workmanship, and looks to the finest contractor's barrow—lighter, but made to last and sold at a figure which takes from the old wooden barrows even their last advantage of price.

See and compare General "No. 100"!

GENERAL AKRON

Let us send a complete circular on General No. 100 and the names of General distributors from whom you can secure it.

GENERAL WHEELBARROW COMPANY, 3140 E. 65th St., Cleveland, Ohio
formerly The Akron Barrow Company

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Your Profit is Better
on General "No. 100"
TO the man who comes into your store in the Spring, General "No. 100" presents the strength, all-around usefulness, high quality appearance, and durability he wants in an all-purpose wheelbarrow.
If you choose to set a price of 25c more for "No. 100", you can get the difference easily. But—
General "No. 100" actually comes to you for less money than the all-wood frame steel tray barrow, and very close to the price of the common wooden barrow. Even if you sell General "No. 100" to your customers at the same price as the common household barrow, you should make from 25c to 40c more profit—and sell more barrows.
Prove these statements! See and compare General "No. 100".
Let us send a complete circular on General "No. 100" and the names of General distributors from whom you can secure it.
GENERAL WHEELBARROW COMPANY
Formerly The Akron Barrow Company
3140 East 65th St. Cleveland, Ohio
GENERAL AKRON
The New GENERAL
"No. 100" Wheelbarrow

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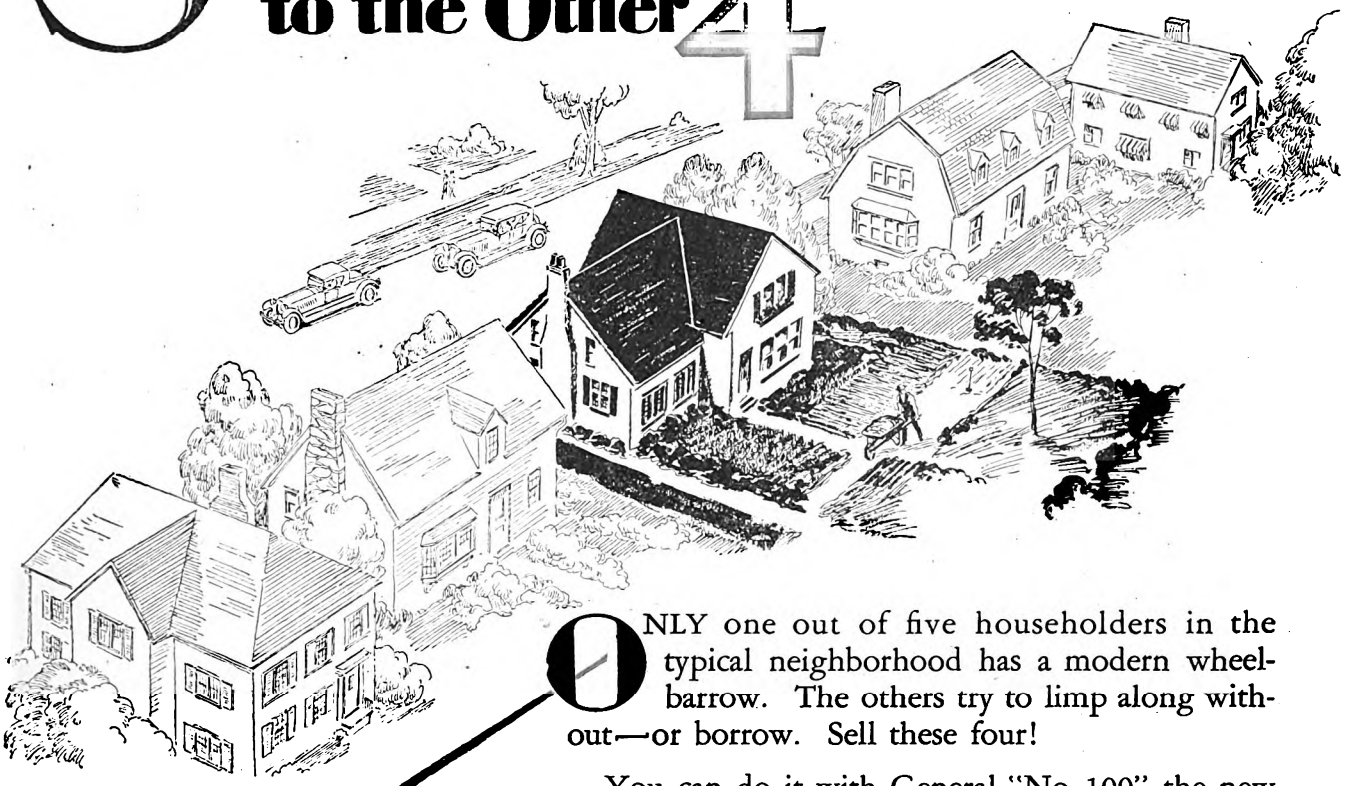
Sell Wheelbarrows to the Other 4



ONLY one out of five householders in the typical neighborhood has a modern wheelbarrow. The others try to limp along without—or borrow. Sell these four!

You can do it with General "No. 100", the new wheelbarrow that General Wheelbarrow Company has developed for this very purpose! The advent of General "No. 100" has left no excuse for the home owner to be without one.

Make him realize what you are offering him, and how little it costs! Not a clumsy, wooden antique, but a compact, light, strong, good-looking wheelbarrow that quickly proves itself indispensible "all around the place".

Equally salable for light contracting work. A three cubic foot capacity, general purpose, steel leg, steel tray barrow, which handles as remarkably as it stands up.

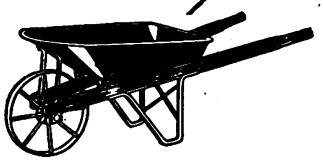
Your spring stock should contain plenty of General "No. 100's".

GENERAL WHEELBARROW COMPANY
Headquarters for Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders
3140 East 65th Street CLEVELAND, OHIO

GENERAL AKRON

Factory Representatives
HUGHSON & MERTON, Inc.
1495 Market Street, San Francisco
207 Calo Bldg., Los Angeles
2012 L. C. Smith Bldg., Seattle
Keely Bldg., Denver

Wholesale Distributors
Baker, Hamilton & Pacific Co., San Francisco
The Thomson-Diggs Co., Sacramento, Calif.
The Brown Bevis Co., Los Angeles
Marshall Wells Co., Portland, Seattle and Spokane
Morse Hdwe. Co., Bellingham, Wash.
Yakima Hdwe. Co., Yakima, Wash.
Geo. Mayer Hdwe. Co., Denver, Colo.
Biggs Kurtz Co., Grand Junction, Colo.
Holmes Hdwe. Co., Pueblo, Colo.



Send the coupon for a complete circular on General "No. 100" and the names of General distributors from whom you can secure it.

GENERAL WHEELBARROW COMPANY
3140 East 65th Street Cleveland, Ohio
Send full information about General "No. 100."

Name .....
Company Name .....
Street Address .....
City, State .....

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Will You lend me your Wheelbarrow?

SAYS Tom, "Will you lend me your wheelbarrow? I've got a little job," etc.

This sort of thing is costing you money. Why should this Tom person borrow a wheelbarrow all the time instead of buying one of his own?

Probably not one householder out of five in your community has a good wheelbarrow to work with. Your market not only is not saturated: it isn't even scratched.

Sell General "No. 100" to the home owner as an indispensable modern convenience. You can do this because General "No. 100" has a new, powerful appeal. It's balanced—it's light—it's strong—it's good looking. It's a 3 cubic foot steel leg, steel tray barrow. The minute you see it, you'll realize how much better it is than the barrows you have been used to.

Sell this new General "No. 100" to all the "Toms" in your territory. You'll find a huge replacement market wide open to you. And all the while you'll be whacking out a neat profit for yourself.

Stock plenty of "General No. 100's" for spring and summer.

GENERAL AKRON

Factory Representatives—HUGHSON & MERTON, Inc., 1495 Market St., San Francisco; 207 Calo Bldg., Los Angeles; 2012 L. C. Smith Bldg., Seattle; Keely Bldg., Denver.

Wholesale Distributors—Baker, Hamilton & Pacific Co., San Francisco; The Thomson Diggs Co., Sacramento, Calif.; The Brown Bevis Co., Los Angeles; Marshall Wells Co., Portland, Seattle and Spokane; Morse Hdwe. Co., Bellingham, Wash.; Yakima Hdwe. Co., Yakima, Wash.; Geo. Mayer Hdwe. Co., Denver; Biggs Kurtz Co., Grand Junction, Colo.; Holmes Hdwe. Co., Pueblo, Colo. Schwabacher Hdwe. Co., Seattle, Wash.

GENERAL WHEELBARROW COMPANY

Headquarters for

Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders

3140 E. 65th Street Cleveland, Ohio

Send full information about General "No. 100", with names of General distributors from which we can secure it.

Name _____

Company Name _____

Street Address _____

City, State _____

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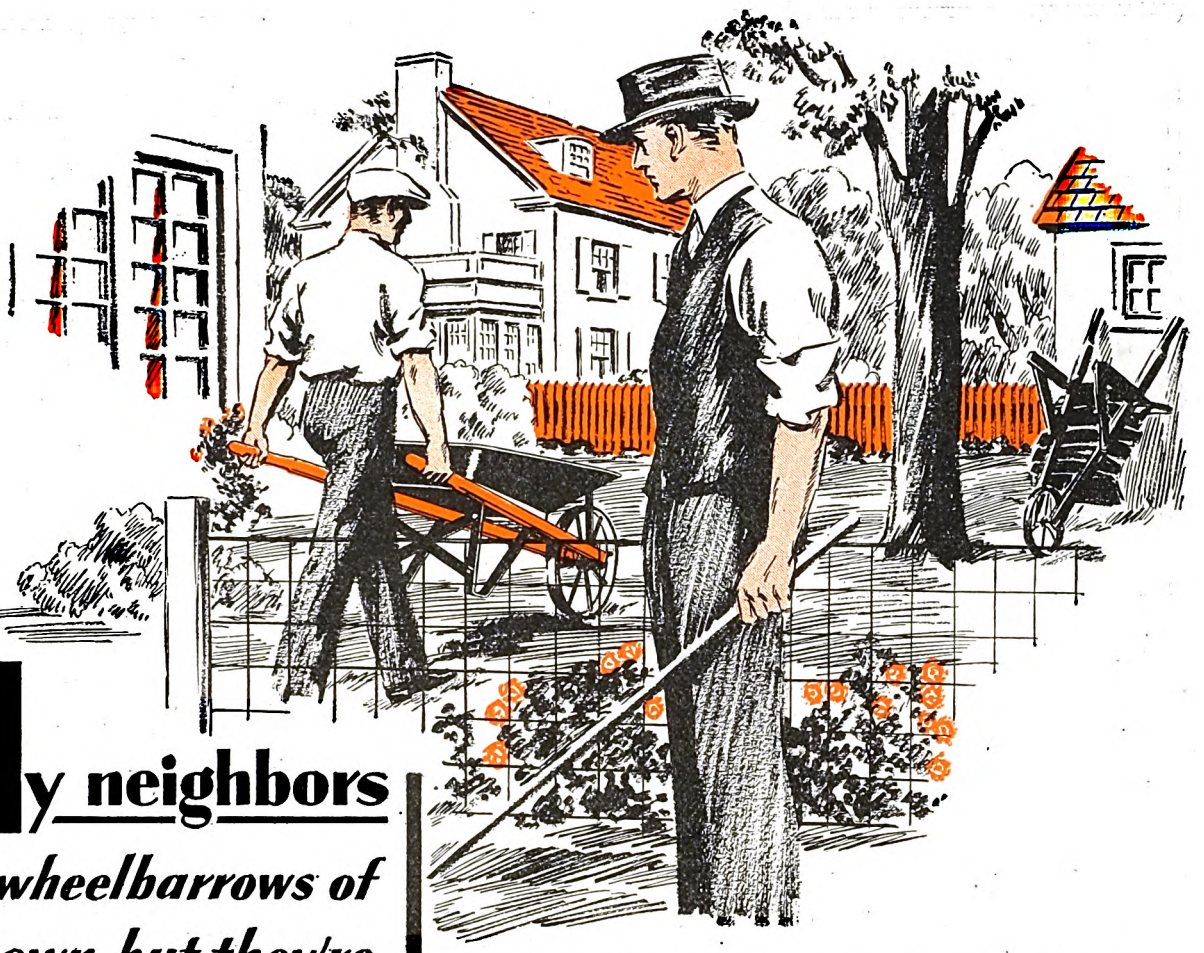

"My neighbors have wheelbarrows of their own, but they're borrowing mine!"

THAT'S the actual story of one home owner whose neighbors knew a better thing when they saw it. He has a General "No. 100"—the first one on his street. And even though his neighbors own wheelbarrows, they let their old heavy contraptions lie and go over and take away his.

Americans hate to work with obsolete, clumsy tools. Here is a brand new replacement market for you. Probably not one home owner in five has a modern wheelbarrow. You can sell new wheelbarrows to the other four by showing them General "No. 100". It's balanced—it's light—it's strong—it's good-looking—indispensable "all around the place."

And remember that every sale of General "No. 100" rings up a neat profit for you.

This year, stage a drive on General "No. 100"

GENERAL AKRON

GENERAL WHEELBARROW COMPANY

Headquarters for
Wheelbarrows, Concrete Carts, Steel Mortar Boxes, Scrapers, Salamanders

3140 E. 65th Street Cleveland, Ohio

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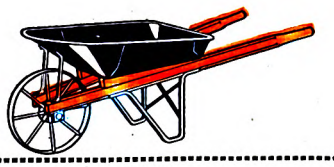
You'll always recognize General Wheelbarrows by their orange handles



GENERAL WHEELBARROW COMPANY
3140 E. 65th St., Cleveland, Ohio

Send full information about General "No. 100", together with the name of the nearest Jobber who stocks it.

Name _____

Company Name _____

Street Address _____

City, State _____

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